

**KershawHealth CEO Column**  
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**October, 2014**

**KershawHealth Celebrates Community**

KershawHealth recently premiered “What Matters Most,” our newest marketing campaign and a tribute to the relationships we have formed throughout Kershaw County. It was extremely gratifying to see nearly 300 people gather at the Little Theatre in Camden for the red carpet premiere of the commercials and the accompanying feature video. It was equally exciting to see folks from all across the county and all walks of life united by the chance to see their community celebrated.

Why is that important? It matters because community hospitals have a unique role. We aren’t just caring for patients; we’re taking care of our friends and neighbors. In turn, those neighbors support KershawHealth and entrust us with something critical – their health. That sense of mutual accountability makes for not only a stronger hospital, but a vibrant community, as well. The premier turnout demonstrated how much you value that relationship. The comment I heard most often after the premiere was, “This makes me proud to live in Kershaw County. I’m so glad the hospital did this.” We’re glad, because this is a wonderful community, and we’re honored to be a part of it.

The campaign features people from Camden, Lugoff, Elgin, Bethune, Kershaw, and points in between making an appearance. Parents and children, athletes, dancers, motorcycle riders, gardeners, horsemen, grandmothers, and a special aunt all had spots. There were even a few chickens and a wet, happy dog. There were scenes shot in barber shops and coffee shops, at roadside markets and ball fields; on the river and from both *sides* of the river. Most important, these really are our friends and

neighbors – there were no actors in the spots, and every single scene was shot in Kershaw County.

We all know what authentic feels and looks like. We know when the guy driving the tractor is someone who actually knows how to fix that same tractor. It's easy to spot a genuine smile or the concentration born of hours of practice. It's also special when you spot a well-known landmark or the corner you pass every day. There's always a temptation to simplify the process by trying to make the artificial appear real, but I don't think that works very well. That's why it was so critical that you were willing to share your selves and your lives with us.

I want to express our sincere thanks to everyone who participated in this campaign – your support is critical to its success. Whether you made an appearance, loaned us your home or farm or truck, or helped with the logistics demanded by an event of this scope, you were invaluable. Everyone connected with the production was incredibly impressed by the welcome they received throughout Kershaw County and your willingness to assist them in any way possible. It took four very long days of shooting to accomplish what you see in these videos and photos, but they were well worth the effort, for all of us.

If you haven't yet seen the commercials or the videos, watch for them on our Facebook page and our website over the coming weeks. Look for some familiar faces on billboards and in newspaper advertisements. And finally, don't be surprised when you hear some familiar voices on the radio.

Once again, thanks to everyone who helped make “What Matters Most” a reality. We are honored to be able to tell the story of a community, its hospital, and the people that make both possible.